MAXIMUM PERFORMANCE

Design thinking
Half-day virtual session

Opening up new creative ideas and finding and implementing innovative solutions can give companies a competitive advantage.

This practical half-day virtual workshop introduces design thinking as a technique participants can use in their role. Participants will learn a structured methodology to understand problems and opportunities and generate ideas through iteration and prototyping.

Learning objectives
- Articulate the stages of the design thinking methodology
- Understand strategies for the Empathise, Define, Ideate, and Prototype phases
- Identify opportunities to apply design thinking in their role
- Build confidence in using design thinking to support their work

Session format
Sessions are usually run on Zoom or Teams. Please let us know if you prefer a different platform.

Groups of up to 12 recommended, up to 20 if necessary. Please let us know if you have a larger group and we can tweak the session accordingly.

All participants receive a PDF of the slides, key learning points and pointers to further learning resources.

Sample timetable

9:00   Welcome and introduction
- Reflection on challenges to innovation

9:15   Introduction to design thinking
- Overview
- Value

9:30   Empathise phase
- Understanding the user

9:50   Define phase
- Framing problems effectively

10:10   Break

10:20   Ideate phase
- Generating creative ideas

10:40   Prototype phase
- Building quick models

11:00   Small group exercise
- Applying design thinking to a case study

11:20   Debrief and action planning

11:30   Close